



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FIRST QUARTER
2002 VOLUME X

A Digest of Statistical Information on the Nevada Tourism Industry



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Nevada Commission on Tourism

Research and Analysis
David Peterson

Graphic Designer
Margie Enlow

Address
401 North Carson Street
Carson City, NV 89701

Phone
775.687.4322
800.237.0774

Fax
775.687.6779

Website
www.travelnevada.com



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2000	2001	PERCENT CHANGE
April	4,205,045	4,253,179	1.1%
May	4,211,668	4,223,534	0.3%
June	4,209,628	4,276,016	1.6%
July	4,354,426	4,258,696	(2.2%)
August	4,354,880	4,450,423	2.2%
September	4,132,244	3,627,715	(12.2%)
October	4,291,006	4,032,956	(6.0%)
November	3,895,963	3,636,279	(6.7%)
December	3,704,246	3,489,272	(5.8%)

MONTH	2001	2002	PERCENT CHANGE
January	3,819,179	3,660,903	(4.1%)
February	3,798,514	3,807,504	0.2%
March	4,552,183	4,447,460	(2.3%)
TOTAL	49,528,979	48,163,936	(2.8%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	8,869,233	8,696,290	(1.9%)
Laughlin	1,179,589	1,136,499	(3.7%)
Mesquite	393,575	401,800	2.1%
Washoe County	1,147,960	1,113,855	(3.0%)
All other counties	579,518	567,422	(2.1%)
TOTAL (State)	12,169,875	11,915,866	(2.1%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2000	2001	PERCENT CHANGE
April	332,256	384,703	15.8%
May	376,565	335,376	(10.9%)
June	382,710	425,067	11.1%
July	186,229	234,464	25.9%
August	393,019	441,040	12.2%
September	298,177	208,925	(29.9%)
October	354,852	356,149	0.4%
November	565,962	458,294	(19.0%)
December	144,720	185,565	28.2%

MONTH	2001	2002	PERCENT CHANGE
January	569,819	562,002	(1.4%)
February	641,065	732,440	14.3%
March	662,606	750,864	13.3%
TOTAL	4,907,980	5,074,889	3.4%

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	1,755,105*	1,872,469*	6.7%
Laughlin	32,522	53,835	65.5%
Washoe County	41,992	46,775	11.4%
All other counties	43,871	72,227	64.6%
TOTAL (State)	1,873,490	2,045,306	9.2%

*The LVCVA updated its methodology with respect to convention counts as of January 2002. The 2001 convention counts were revised retroactively using the new methodology.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2000	2001	NET CHANGE
April	88.0%	86.5%	(1.5)
May	85.4%	83.6%	(1.8)
June	88.3%	87.3%	(1.0)
July	88.0%	84.1%	(3.9)
August	88.3%	87.7%	(0.6)
September	85.2%	73.1%	(12.1)
October	86.1%	79.4%	(6.7)
November	79.8%	72.7%	(7.1)
December	72.8%	67.4%	(5.4)

MONTH	2001	2002	NET CHANGE
January	74.4%	71.6%	(2.8)
February	82.1%	82.0%	(0.1)
March	88.9%	86.6%	(2.3)
MONTHLY AVG	83.9%	80.2%	(3.7)

First Quarter 2002 Area Highlights

AREA	2001	2002	NET CHANGE
Clark County:			
Las Vegas	87.4%	84.5%	(2.9)
Laughlin	90.8%	88.1%	(2.7)
Mesquite	78.9%	85.7%	6.8
Lake Tahoe*	81.1%	84.4%	3.3
Washoe County	64.4%	63.3%	(1.1)
All other counties	44.9%	50.2%	5.3
QUARTER AVG (State)	81.8%	80.0%	(1.8)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2000	2001	PERCENT CHANGE
April	4,474,573	4,481,840	0.2%
May	4,485,185	4,473,635	(0.3%)
June	4,515,097	4,542,210	0.6%
July	4,636,022	4,530,163	(2.3%)
August	4,677,970	4,714,445	0.8%
September	4,393,510	3,806,493	(13.4%)
October	4,584,629	4,248,125	(7.3%)
November	4,117,404	3,768,096	(8.5%)
December	3,896,303	3,641,193	(6.5%)

MONTH	2001	2002	PERCENT CHANGE
January	3,977,300	3,860,946	(2.9%)
February	3,965,962	4,007,356	1.0%
March	4,763,419	4,681,463	(1.7%)
TOTAL	52,487,374	50,755,965	(3.3%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	9,780,507	9,629,799	(1.5%)
Laughlin	885,585	857,410	(3.2%)
Mesquite	206,053	211,400	2.6%
Lake Tahoe*	173,207	180,206	4.0%
Washoe County	1,190,082	1,142,914	(4.0%)
All other counties	471,247	528,036	12.1%
TOTAL (State)	12,706,681	12,549,765	(1.2%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2000	2001	PERCENT CHANGE
April	169,440	172,651	1.9%
May	169,413	172,609	1.9%
June	170,422	173,451	1.8%
July	169,973	173,711	2.2%
August	170,932	173,414	1.5%
September	171,818	173,556	1.0%
October	171,756	172,553	0.5%
November	172,001	172,835	0.5%
December	172,720	174,235	0.9%

MONTH	2001	2002	PERCENT CHANGE
January	172,439	173,956	0.9%
February	172,605	174,434	1.1%
March	172,880	174,379	0.9%
END OF PERIOD	172,880	174,379	0.9%

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	124,404	126,394	1.6%
Laughlin	10,842	10,811	(0.3%)
Mesquite	2,901	2,741	(5.5%)
Lake Tahoe*	2,374	2,375	0.0%
Washoe County	20,685	20,382	(1.5%)
All other counties	11,674	11,676	0.0%
END OF PERIOD (State)	172,880	174,379	0.9%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2002.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2000	2001	PERCENT CHANGE
April	\$947,484	\$1,059,075	11.8%
May	1,050,511	1,259,208	19.9%
June	1,097,868	1,132,728	3.2%
July	1,016,951	1,081,114	6.3%
August	958,443	1,010,325	5.4%
September	924,846	933,551	0.9%
October	987,999	1,030,928	4.3%
November	1,030,511	866,808	(15.9%)
December	1,125,163	923,989	(17.9%)

MONTH	2001	2002	PERCENT CHANGE
January	1,003,375	802,841	(20.0%)
February	785,436	696,849	(11.3%)
March	857,704	780,666	(9.0%)
TOTAL	\$11,786,290	\$11,578,083	(1.8%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County	\$2,342,139	\$1,973,716	(15.7%)
Washoe County	191,059	190,273	(0.4%)
Douglas County*	58,437	62,885	7.6%
Elko County	25,357	23,206	(8.5%)
Carson City	6,489	6,731	3.7%
All other counties	23,032	23,544	2.2%
TOTAL (State)	\$2,646,514	\$2,280,355	(13.8%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2000	2001	PERCENT CHANGE
April	\$785,634,000	\$776,051,000	(1.2%)
May	799,034,000	844,117,000	5.6%
June	747,888,000	775,954,000	3.8%
July	827,663,000	808,295,000	(2.3%)
August	814,542,000	824,583,000	1.2%
September	788,407,000	763,606,000	(3.1%)
October	811,235,000	769,734,000	(5.1%)
November	779,584,000	721,493,000	(7.5%)
December	791,835,000	731,803,000	(7.6%)

MONTH	2001	2002	PERCENT CHANGE
January	899,770,000	766,329,000	(14.8%)
February[†]	698,437,000	752,609,000	7.8%
March	856,600,000	807,127,000	(5.8%)
TOTAL	\$9,600,629,000	\$9,341,701,000	(2.7%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:	\$2,037,841,000	\$1,915,271,000	(6.0%)
Strip	1,269,165,000	1,144,802,000	(9.8%)
Downtown	178,974,000	170,510,000	(4.7%)
Laughlin	155,309,000	154,652,000	(0.4%)
Mesquite	26,877,000	30,643,000	14.0%
County balance	407,516,000	414,664,000	1.8%
Washoe County	243,196,000	233,232,000	(4.1%)
Lake Tahoe*	71,607,000	69,960,000	(2.3%)
Elko County	54,315,000	55,697,000	2.5%
Carson Valley Area	20,602,000	22,398,000	8.7%
All other counties	\$27,246,000	\$29,507,000	8.3%
TOTAL (State)	\$2,454,807,000	\$2,326,065,000	(5.2%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

[†]The Super Bowl took place in February 2002.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2000	2001	PERCENT CHANGE
April	3,659,058	3,692,529	0.9%
May	3,646,997	3,649,469	0.1%
June	3,756,891	3,744,797	(0.3%)
July	3,734,774	3,802,252	1.8%
August	3,788,236	3,965,388	4.7%
September	3,494,502	2,461,020	(29.6%)
October	3,846,996	3,194,018	(17.0%)
November	3,587,804	2,915,482	(18.7%)
December	3,427,841	2,890,909	(15.7%)

MONTH	2001	2002	PERCENT CHANGE
January	3,242,277	2,903,793	(10.4%)
February	3,347,217	3,014,615	(9.9%)
March	4,042,363	3,684,870	(8.8%)
TOTAL	43,574,956	39,919,142	(8.4%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,083,204	8,327,942	(8.3%)
Reno/Tahoe Int.	1,326,171	1,121,472	(15.4%)
North Las Vegas	85,025	32,955	(61.2%)
Laughlin/Bullhead Int.	48,693	38,925	(20.1%)
Elko Airport	39,408	51,836	31.5%
Henderson Exec. Airport	49,356	30,148	(38.9%)
TOTAL (State)	10,631,857	9,603,278	(9.7%)

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2000	2001	PERCENT CHANGE
April	2,129,668*	2,362,899	11.0%
May	2,218,546*	2,534,150	14.2%
June	2,407,305*	2,725,029	13.2%
July	2,918,929	2,879,417	(1.4%)
August	2,882,937	2,566,947 [†]	(11.0%)
September	2,608,044	2,268,015 [†]	(13.0%)
October	1,904,686	2,267,581	19.1%
November	1,779,661	2,299,909	29.2%
December	2,099,770	2,276,373	8.4%

MONTH	2001	2002	PERCENT CHANGE
January	1,806,988	2,083,544	15.3%
February	1,936,715	2,138,887	10.4%
March	2,400,595	2,463,543	2.6%
TOTAL	27,093,844	28,866,294	6.5%

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
I-15 at Primm/Jean	1,367,603	1,521,639	11.3%
I-15 at Mesquite	545,698*	876,307	60.6%
I-80 at Verdi	1,058,632	966,499	(8.7%)
I-80 at Wells	184,243	127,166*	(31.0%)
All other entry points	2,988,122	3,194,363	6.9%
TOTAL (State)	6,144,298	6,685,974	8.8%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Mesquite, traffic totals for April-June 2000 do not contain any data from this counting site.

[†] Due to construction on Interstate 80 at Verdi, traffic totals for August-September 2001 do not contain any data from this counting site.

*Due to counter failure at the Mesquite site, the traffic total for January 2001 does not contain any data.

*Due to counter failure at the Wells site, the traffic total for February 2002 does not contain any data.

Tourism Employees

The estimated number of tourism employees using a practical percentage from tourism-related industries.

MONTH	2000	2001	PERCENT CHANGE
April	232,282	235,896	1.6%
May	234,000	237,126	1.3%
June	235,717	237,386	0.7%
July	236,642	238,362	0.7%
August	238,446	238,054	(0.2%)
September	236,836	237,036	0.1%
October	235,725	227,332	(3.6%)
November	234,740	226,257	(3.6%)
December	234,142	226,230	(3.4%)

MONTH	2001	2002	PERCENT CHANGE
January	233,257	226,135	(3.1%)
February	233,679	226,915	(2.9%)
March	235,502	229,174	(2.7%)
END OF PERIOD	235,502	229,174	(2.7%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Transportation	8,602	8,534	(0.8%)
Air	6,300	6,050	(4.0%)
Eating & Drinking	9,825	10,260	4.4%
Hotel, Gaming & Rec.	207,825	201,280	(3.1%)
Retail	2,950	3,050	3.4%
END OF PERIOD (State)	235,502	229,174	(2.7%)

Tourism-related industries include hotel/motels, gaming, amusement and recreational parks, eating/drinking establishments, ground/air transportation and retail. Employee counts for the quarter represent the estimated number of people employed as a result of tourism as of March 31, 2002.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2000	2001	PERCENT CHANGE
April	2,590,768	2,359,052	(8.9%)
May	2,752,649	2,707,159	(1.7%)
June	3,537,221	3,143,777	(11.1%)
July	3,587,194	3,618,730	0.9%
August	3,431,892	3,613,776	5.3%
September	2,814,789	2,640,561	(6.2%)
October	2,382,649	1,883,094	(21.0%)
November	1,553,775	1,424,769	(8.3%)
December	1,237,507	1,045,032	(15.6%)

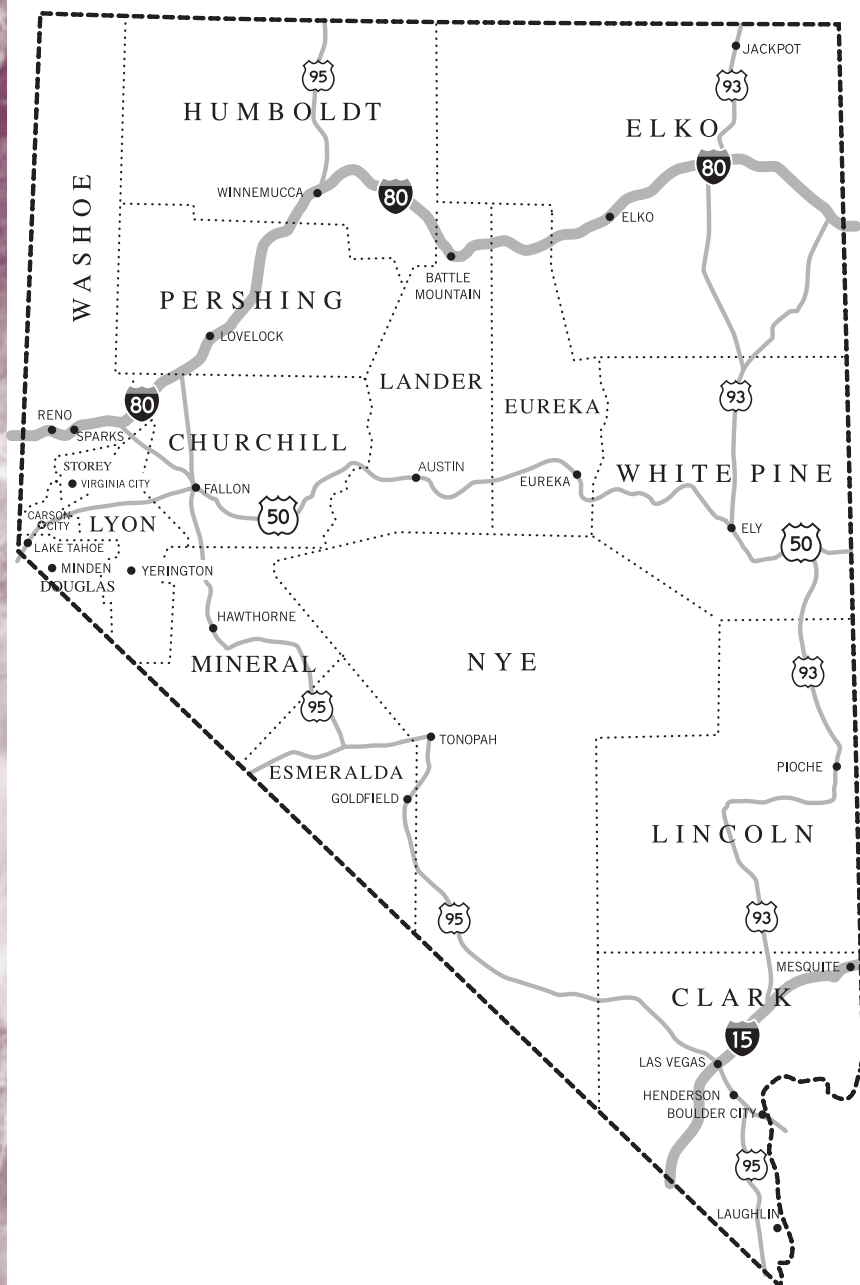
MONTH	2001	2002	PERCENT CHANGE
January	1,243,136	1,175,009	(5.5%)
February	1,255,560	1,267,400	0.9%
March	1,829,034	1,677,678	(8.3%)
TOTAL	28,216,174	26,556,037	(5.9%)

First Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Nevada State Parks	472,649	464,940	(1.6%)
Great Basin Nat. Park	4,597	5,293	15.1%
Lake Mead Nat. Rec. Area	1,702,848	1,523,530	(10.5%)
Hoover Dam Visitor Center	284,634	210,723*	(26.0%)
Red Rock Canyon	195,892	209,257	6.8%
Grand Canyon Nat. Park	644,842	644,446	(0.1%)
Zion Nat. Park	216,386	264,299	22.1%
Bryce Canyon Nat. Park	156,124	156,491	0.2%
Death Valley Nat. Park	262,628	262,831	0.1%
Yosemite Nat. Park	387,130	378,277	(2.3%)
TOTAL (All Parks)	4,327,730	4,120,087	(4.8%)

*Hoover Dam was open with limited public access in select areas after September 11, 2001.

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.carson-city.org

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadachamber.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtuالتahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org